

EVEN THOUGH YOU INHALE.
NO WORRY
 ABOUT THROAT IRRITATION!

SURE you inhale. All smokers do—sometimes. So play safe with your throat.

Look at this... a vital difference found and reported by eminent doctors who compared the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS.

This exclusive, proved protection is a plus added to your enjoyment of the superb-quality PHILIP MORRIS tobaccos. Smoking that's a lot more fun—and no worry about throat irritation—even when you do inhale!



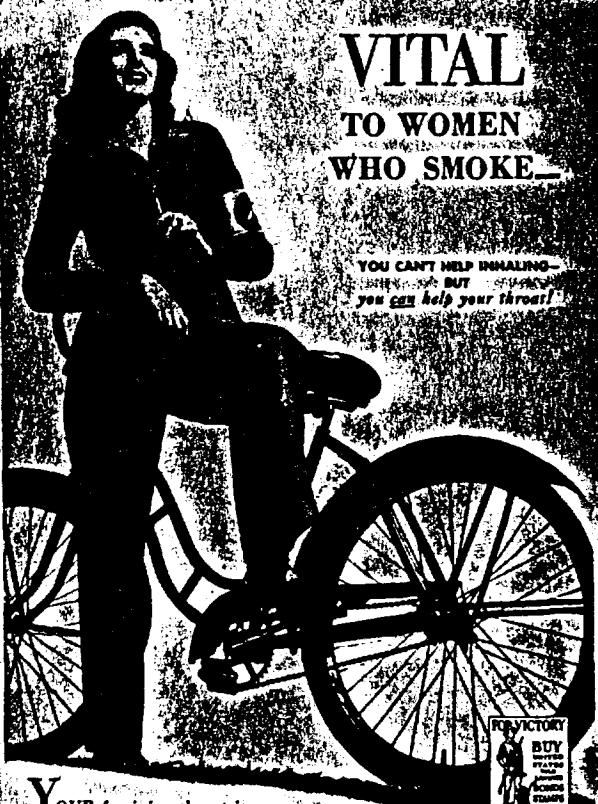
BECAUSE YOU DO INHALE

**CALL FOR
 PHILIP MORRIS**

AMERICA'S Finest CIGARETTE

**VITAL
 TO WOMEN
 WHO SMOKE**

YOU CAN'T HELP INHALING
 SMOKE . . . BUT
 YOU CAN help your throat!



YOUR feminine throat is sensitive . . . so play safe . . . be sure about your cigarette!

A profound difference between PHILIP MORRIS and other cigarettes—is reported by eminent doctors who compared the leading favorite brands. They found that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS.

**CALL FOR
 PHILIP MORRIS**

America's Finest Cigarette

August 1942 Good Housekeeping

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